

# Affirming the Effectiveness of Outreach, Education and Voluntary Participation in the Wisconsin Karner Blue Butterfly Habitat Conservation Plan:

*A 3-Year Review Report to the U.S. Fish and Wildlife Service*

*Fulfills Federal Fish and Wildlife Permit TE010064-4, Condition X.11  
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A Wisconsin Department of Transportation road sign at an I-94 Jackson County rest area

## **PARTICIPATION PLAN 3-YEAR REVIEW and ASSESSMENT REPORT**

This publication is available online at  
<http://www.dnr.state.wi.us/org/land/er/invertebrates/karner.htm>.  
Hard copies are available upon request by calling the Habitat Conservation Plan  
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## Executive Summary

The Karner Blue Butterfly Habitat Conservation Plan (HCP) is based on a legal arrangement that allows Wisconsin land managers to manage land occupied by the federally endangered Karner blue butterfly, provided they follow certain guidelines to protect the species. The HCP was approved by the U.S. Fish and Wildlife Service and is coordinated by the Wisconsin Department of Natural Resources (WDNR). It is the first statewide HCP in the nation.

The HCP divides Wisconsin landowners into two categories: non-voluntary HCP participants (HCP partners) and voluntary HCP participants. Generally, larger landowners whose activities regularly affect Karner blue habitat are legally required to participate in the HCP. Farmers and landowners with less than 1,000 acres are encouraged to participate on a voluntary basis. This participation strategy was included in the HCP in part because of the Karner blue's broad distribution in the state and the great number of landowners in the Karner blue range. HCP partners recognize that voluntary HCP participants play a substantial role in sustaining the Karner blue and have pledged to encourage statewide Karner blue conservation through outreach and education.

In most cases, HCP partners have found that fellow landowners are naturally receptive to the ideas of endangered species management and responsible land stewardship. The pressure-free working environment created by the voluntary participation strategy has increased the effectiveness of partner outreach and helped build trust between government agencies and land managers. These relationships have paved the way for collaboration and innovation.

Recent trends illustrate the results. Wisconsin county forest administrators now lead savanna restoration efforts within their communities. Local educators in the Karner blue range teach ecology through grassland research and applied conservation. Private citizens across the state contact HCP partners and participants about starting conservation projects of their own. HCP-related outreach has done more than save butterflies; it has changed public perceptions of endangered species conservation and its place in everyday land management.

The WDNR may never know the extent to which HCP partner outreach has impacted Karner blue populations. We are certain, however, that statewide enthusiasm for the Karner blue is producing visible results.

Given the extent of the Karner blue range and the number of Wisconsin landowners affected by the Karner blue listing, the statewide HCP seems to be the most practical option for conserving the species. As time and experience show, it may also be the most effective.

## Introduction

Wisconsin's Karner Blue Butterfly Habitat Conservation Plan (HCP) is the product of an innovative statewide partnership to guide land development and maintenance in and around habitat of the federally endangered Karner blue butterfly. Though rare nationally, the Karner blue is relatively common on the grasslands of central and northwestern Wisconsin where sandy soils support its larval host plant, wild lupine. The plan represents a fresh perspective on U.S. Endangered Species Act implementation and an unprecedented conservation effort in the state.



Karner blue butterflies nectaring on butterfly weed (*Asclepias tuberosa*)

The HCP categorizes land managers by land use and holdings to determine which groups must obtain formal permission to continue management activities in and around Karner blue habitat. Those groups that require permission may join the HCP as partners and receive coverage under a *statewide incidental take permit*, issued by the U.S. Fish and Wildlife Service and administered by the Wisconsin Department of Natural Resources. Other groups, such as farmers and foresters with less than 1,000 acres, may participate in the HCP and related conservation projects voluntarily and usually face no legal penalties if they choose not to participate.

The HCP and the associated statewide incidental take permit allow partners and other participating landowners to continue land maintenance and development provided they follow guidelines designed to maintain Karner blue habitat and populations. 30 major land managers are HCP partners, including representatives from the forest industry, utilities, roadway management authorities, county governments and state agencies. As of 2002, the HCP covered more than 250,000 acres.

### ***The Voluntary Participation Strategy***

As part of their commitment to the HCP, partners have pledged to encourage Karner blue conservation among all land managers in the Karner blue range, including voluntary, non-partner participants. This inclusion campaign is the backbone of the voluntary participation strategy. The strategy is based on the expectation that many small landowners will contribute willingly to conservation programs when they are able to do so voluntarily, without legal requirements or mandates.

The voluntary participation strategy has proven to be a huge success. The approach has done more than expand the Karner blue range, it has helped to break down fears and misconceptions about endangered species law while building trust between private landowners and government agencies. Generally, Wisconsin landowners are no longer apprehensive about regulatory implications when they hear the name



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Karner blue. In fact, many landowners now embrace the idea of Karner blue conservation and are eager to find ways they can encourage Karner blue populations on their land.

While it is difficult to quantify the overall impact of the voluntary participation strategy, it is easy to recognize the products of this pressure-free inclusion campaign and the general awareness it has brought to the state. Partners have carried their stewardship message to millions of people, many of whom have gone on to pursue conservation and outreach efforts of their own. The evidence is all around us, from the freshly planted lupine patch in a Waupaca county backyard to the annual Karner Blue Butterfly Festival in Black River Falls. Karner blue conservation has turned into a Wisconsin phenomenon.

As the HCP coordinator and lead incidental take permit applicant, the Wisconsin Department of Natural Resources is pleased to chronicle a few of the *voluntary conservation successes* that have hallmarked the spirit of the HCP. We feel these stories showcase the intangible benefits of cooperation and flexibility that make the HCP work not only for Partners, but for the entire state.

Protecting a small creature over a huge area requires us to work together. Wisconsin is proving that's possible.



Karner blue butterfly on a fingertip

## Voluntary Conservation Highlights

The HCP mandates participation by most large land managers in the Karner blue range, but some of the most meaningful contributions to Karner blue conservation have been spearheaded *voluntarily* by concerned citizens. In many cases, these contributors are not HCP partners legally required to safeguard Karner blue habitat, but people simply interested in helping an endangered species.

Many of the stories included on the following pages represent collaborative initiatives fueled by HCP partner outreach. Others demonstrate more indirect contributions to general public interest in grasslands and endangered species conservation. All the stories exemplify Wisconsin's commitment to protecting the Karner blue butterfly and making conservation work.

### Celebrating the Karner Blue Butterfly



When HCP coordinator Dave Lentz first attended the Karner Blue Heritage Festival in 1996, he was surprised to learn that many people in Black River Falls had never heard of the Karner blue butterfly. Residents had long used the festival to celebrate summertime and showcase the town's vibrant cultural arts, but were largely unaware of the festival's namesake.

It didn't take long for the Karner blue butterfly to flutter to the center of the festival scene.



U.S. Fish and Wildlife Service (USFWS) staff person and Bauer Brockway Committee member Mike Engel shares information about the USFWS private lands program



Wisconsin Department of Natural Resources HCP Coordinator David Lentz takes a break to watch the parade from the Karner Blue Butterfly Learning Center

Thanks mainly to the efforts of the Bauer Brockway Barrens Committee, a public/private community group committed to restoration of area barrens, local awareness of the Karner blue has blossomed. The Committee has established educational displays at the festival and at Clark, Jackson and Monroe County



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fairs, and distributed potted lupine plants to encourage restoration efforts that feature the Karner blue. WDNR and Committee displays are now afforded centralized, air-conditioned facilities at the festival. A number of HCP partner representatives, many of them Committee members, regularly attend to share their perspectives on Karner blue conservation.



Oak barrens in central Wisconsin

To underscore the link between education and practice, the festival recently began offering bus tours of the nearby and newly restored Bauer Brockway Barrens. Led by Mike Engel of the U.S. Fish and Wildlife Service, the wildly popular tours have given people a chance to rediscover the vitality and charm of the barrens ecosystem. In 2002, Mike was assisted by a freshly crowned Karner Blue Princess (below right). Endangered species management really does have a face in Black River Falls, and a sweet one at that.



Trolley trips during the festival afford the public the chance to explore local barrens - a globally imperiled ecosystem



A Karner Blue Butterfly Princess enjoys the tour



## **The Bauer Brockway Barrens Restoration**

Barrens, like savannas and other grassland ecosystems, are becoming increasingly rare in the Midwest, as are the species that depend on them.

The Bauer Brockway Barrens Committee is working to change that trend. Led by Jackson County volunteers, the committee has organized efforts to transform a forested land parcel near Black River Falls into pine and oak barrens, in part to provide habitat for the Karner blue butterfly. The Committee initiated the first stages of restoration in spring of 2001, using a combination of prescribed burns and tree cutting to provide proper conditions for grassland recovery. The restoration has received technical and financial assistance from the WDNR, U.S. Fish and Wildlife Service and U.S. Department of Agriculture

"I'd heard through the grapevine that government agencies didn't work very well together, but I've found a real interagency cooperation here. I'm impressed with how everyone came together," said Steve Humphrey, a Black River Falls preacher and Bauer Brockway Barrens Committee member. Steve credited the leadership of Jackson County Forest Administrator Jim Zahasky, "A lot of times, foresters will come in with a narrow focus on forestry. Without someone of Jim's vision, I'm not sure we could have accomplished what we have."

The first plant census of the area, conducted shortly after restoration began, revealed only a handful of native barren species. Since then, over 100 native plant species have been identified on the barrens, and the number is growing. Barrens and savanna once covered much of central and southern Wisconsin, but fire suppression has allowed these grasslands to become forested with oaks, pines and other trees. When trees are cleared from these areas, native grasses have a chance to grow.



Bauer Brockway Barrens Committee Member s Steve Humphrey (left) and Jim Zahasky (right) announce the Bauer Brockway Barrens dedication

Public reaction to the restoration has been impressive. School groups and interested citizens visit the barrens regularly, and the Jackson County Board hopes to create a bike path adjacent to the barrens to allow greater access to the area. The neighboring Jackson County Correctional Institute has also offered some of its work crews and lands to aid the restoration.

Restoration of the Bauer Brockway Barrens has done more than add to the Karner blue range in Jackson County. It has demonstrated the potential of voluntary community coordination.

## Butterflies Venture Into the Outdoors

Many weekend television watchers this year got a close look at one of Wisconsin's favorite butterflies, the Karner blue. Into the Outdoors, an Emmy-winning television show specializing in environmental education, highlighted the butterfly and Jackson County barrens restoration efforts in one of its 2003 episodes.



(left) Female Karner blue on goldenrod  
(below) Schoolkids work on a lupine-planting project



Narrated by Steve Humphrey of Black River Falls, the segment addressed a range of topics made popular by the Karner Blue Habitat Conservation Plan, including natural succession, grassland maintenance, and lupine planting techniques. The show starred several Jackson County children helping with lupine planting and sharing their feelings about the Karner blue.

Into the Outdoors has built on a phenomenon of conservation awareness and carried it into the homes of landowners, farmers, garden club members, prairie enthusiasts, and most importantly, the conservationists of tomorrow.



Karner blue males on butterfly weed



## Karner Blue Conservation Efforts Come Together

Several different groups work on Karner blue conservation in the Eau Claire River Valley, and the Karner Blue Butterfly Network helps them work as a team.

The network links both HCP partners and non-partner participants, including the U.S. Natural Resources Conservation Service (NRCS, Department of Agriculture), U.S. Fish and Wildlife Service (USFWS), Wisconsin Department of Natural Resources, Xcel Energy (an HCP Partner), Prairie Enthusiasts, and Altoona Middle School, which frequently engages in small restoration projects. The network has also drawn in some unlikely partners like the Eau Claire Rod and Gun Club, an area land manager and neighbor of Xcel Energy. The club has supported Xcel's efforts to restore area grasslands and may contribute to the restoration as a gesture of good will.

The Karner Blue Butterfly Network's first coordinated outreach event was a **2001 Wisconsin Woodland Owners Association-sponsored conference at the Beaver Creek Reserve nature center**. Several network members used the conference to share information about their work.

- Mike Engel of USFWS and Jane Anklam of NRCS spoke to landowners about federal private lands programs and associated grants. Mike and Jane's presentations spurred two landowners to pursue Wildlife Habitat Incentive Program projects with NRCS.
- Dr. Paula Kleintjes (UW-Eau Claire) presented research she and her students conducted on blister beetles and wild lupine. The grasslands surrounding Paula's research site are protected through the NRCS Environmental Quality Incentive Program.
- Dave Lentz (WDNR's HCP Coordinator) and Altoona High School student Derek Scheider shared their diverse experiences with Karner blue conservation. Derek gave a Power Point presentation on Karner blue ecology and distributed his popular "Karner Blue, Where Are You?" brochures, produced with the help of Pam Rasmussen at Xcel Energy. HCP utility partners have included the brochures in their bill mailings.

Jane Anklam, Karner Blue Butterfly Network founder, commented on the network's partnership with the Wisconsin Woodland Owners Association, "WWOA has been really proactive in helping landowners see the impact they can have on this project, and they didn't have to be... We're recognizing the power of all the resource managers working together. The more we share, the more power we have."

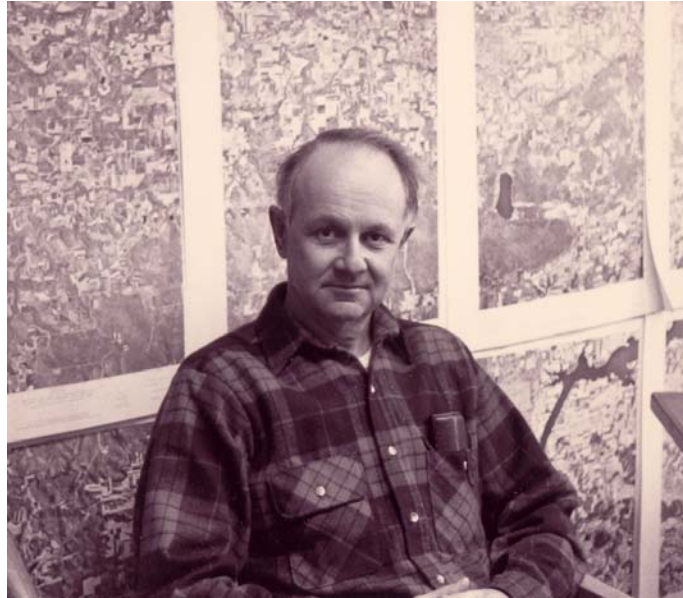


Del Monte entomologist Brian Flood (left) and agronomist Don Caine monitor lupine on a seed production plot at the Del Monte Plover farm. Seed is made available for restoration projects and for distribution at the Karner Blue Butterfly Festival in Black River Falls

## A Restoration Recruit at Quincy Bluff

Roy Wittwer kept a curious eye on The Nature Conservancy (TNC) staff as they began clearing the dense trees and brush at Quincy Bluff just north of his 80 acres. He wondered what TNC was up to, and why they were investing so much in an area that had been neglected for years.

"What they told me was completely at odds with what I had thought," Roy said of the TNC's explanation to him in the early 1990s. "I wasn't aware of the pre-history of the land and the process of succession until they shared that information with me."



TNC Volunteer and private lands conservationist Roy Wittwer

Quincy Bluff, along with many places in central and southern Wisconsin, was once covered with open savanna, a mix of grassland and isolated trees that supported a wide range of native species. Fire suppression in these areas has allowed trees and shrubs to develop and shade out the grasses. The Nature Conservancy's work at Quincy Bluff is part of an effort to set back that cycle of "succession" and reclaim some grassland from the encroaching forest.

Over time, Roy was able to witness the products of restoration at Quincy Bluff, and his curiosity grew into sincere interest. Roy decided to become a TNC member and volunteer in 1992. He aided a prescribed burn on Quincy Bluff in 1994 and later helped harvest trees and reseed the area with native grasses and flowering plants.

In 2000, Roy felt comfortable enough with The Nature Conservancy and their processes to pursue restoration of his own land. He has begun removing some trees from his 80 acres and hopes that openings in the woods will allow savanna plants to reoccupy the area.

Roy continues to help The Nature Conservancy with restoration work at Quincy Bluff and now leads field trips throughout the adjoining properties, showing the area to school groups, nature lovers, and neighbors interested in restoration and tree thinning. Hannah Spaul of TNC calls Roy a wellspring of local history and lore, uniquely suited to the job.

Roy is more modest, claiming, "This is a learning process and education for everybody."



## **The Waupaca Field Station**

When Bob Welch first conducted a major burn to clear the property around his home in 1991, things didn't go according to planned. The fire was designed to clear two acres. It consumed 25.

The accident taught Bob something about burn management, but also illustrated the capacity of fire to restore a landscape. Much of the dense brush that had clogged the 25 acres went up in smoke, allowing native grasses to occupy wide expanses. In a few years, Bob found he had created an oak savanna, a mixture of prairie and larger trees that once characterized much of central and southern Wisconsin. A biology teacher at Waupaca Middle School, Bob immediately recognized the educational opportunities the restoration afforded and began inviting students to conduct research on the land.

The practice has proven popular.

Bob and his wife Debra Martin have hosted so many studies on their property, their home now has a second name: the Waupaca Field Station. Bob's students have tackled some of the most fascinating and least-studied issues in grassland ecology. Recently, field station researchers documented a tendency of Karner blue larvae to drop off lupine leaves and burrow into mineral soil when they encounter smoke, a study that has meaningful implications for Karner blue habitat management. There are many more like it underway at the field station. Dr. Cynthia Lane of the University of Minnesota has studied Karner blue egg and larval survival there for more than four seasons. Debra Martin is currently leading a comprehensive survey of butterflies and moths at the field station and in surrounding areas.



Karner blue studies underway

Bob's interest in Karner blues received a big boost when Cathy Bleser of the WDNR first came to survey his property for the butterfly in 1990. Bob supported designation of the Karner blue as an endangered species in 1992, and his students have encouraged several landowners in Portage, Waupaca and Waushara counties to allow Karner blue surveys on their property.

When Bob moved into his home in 1982, he had a plan. "I wanted to find a place with history that I could restore, that I could be a part of." Lucky for Bob's students, colleagues and the Karner blue, he and Debra have made restoration a team effort.

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### How to Build Karner Blue Habitat

Each September, Mark Martin of the Wisconsin Department of Natural Resources hosts a prairie and savanna restoration workshop at the Wisconsin Audubon Society Goose Pond Sanctuary near Madison. Mark works for the State Natural Areas program and doubles as the Goose Pond land manager. Workshop participants include both public and private land managers from throughout the region.



Mark Martin (third from right)



Wild lupine seed is sorted in a mechanical sorter

In recent years, Mark has included a workshop session on wild lupine seed collection, preparation, storage and planting. Wild lupine leaves are the only food source of the Karner blue butterfly caterpillar, and maintenance of wild lupine patches is an important part of Karner blue conservation.



Sorted wild lupine seed

## Sharing the Habitat Conservation Plan Experience

The Wisconsin Karner Blue Butterfly Habitat Conservation Plan (HCP) is widely recognized by many natural resource professionals as a model initiative, and agencies around the nation have developed an active interest in the success of the plan. In 2001, WDNR attorney Jimmy Christenson was asked to share some of the lessons learned in HCP development at the North American Wildlife and Natural Resources Conference.



Adaptive management at work: HCP partners build trust and mutual respect by sharing knowledge and experience at annual field trips.

The Karner Blue Butterfly HCP is based on the premise that conservation of rare species is best achieved by innovative partnerships between public and private landowners. This approach forces government agencies to go beyond regulatory enforcement and build long-term relationships through mutual respect and cooperation. Proper integration of land management and species conservation is critical. The road is new and the process challenging, but HCP partners have learned a great deal during implementation, and they are adapting. In this sense, the HCP has set an important precedent.

"Trust isn't found," remarked David Lentz, HCP Coordinator at the WDNR, "it's not bought or acquired, but earned ...and the price of trust is accountability." To the DNR and many of the other partners, this is the greatest lesson learned so far, and the root of the plan's success. Trust has drawn out the strengths of each HCP participant and enabled meaningful commitments to cooperation.



U.S. Fish and Wildlife Service representative Cathy Carnes shares ideas about management opportunities and constraints with WDNR Wildlife Biologist Nancy Christel.



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### Karner Blues on the Farm

Wisconsin's annual agricultural exposition, Farm Technology Days, is a chance for farmers to get the latest news on agricultural products and practices. For Habitat Conservation Plan (HCP) partners, it's often a great opportunity to spread the Karner blue conservation message to the farming community, an important voluntary participant in the HCP. Recent Karner blue advocates at the event have included Nancy Bozek of the Wisconsin Woodland Owners Association, Jane Anklam of the Natural Resource Conservation Service, Mike Engel of the U.S. Fish and Wildlife Service, and Bob Welch of the Waupaca Field Station. Dave Lentz of the Department of Natural Resources (WDNR) has anchored the outreach team for years.

Today, the Karner blue is well known and appreciated among Wisconsin farmers, though Dave remembers a time when that wasn't the case. The first year he visited the event and propped up the WDNR Karner blue display, many farmers were attracted by the colorful pictures but shied away when they saw the display dealt with an endangered species. When Dave tried to ask the farmers where they lived, most simply shook their heads and moved along. Over and over, Dave heard the conversation-killer: "I don't have that butterfly on my land."

"The fear of regulation was obvious," Dave recalled.



WDNR's Darcy Kind discusses Karner blue conservation at 2003 Farm Technology Days

Tensions eased once landowners learned they didn't face automatic restrictions if their land contained Karner blue habitat. Attitudes started to change when they understood that HCP partners would take care of the difficult end of Karner blue conservation. Gradually, the fear turned to interest, and people began asking questions about the Karner blue and its habitat.

By the end of that first day, Dave was hearing things like: "You know, I think I might have some of that blue lupine on my place, maybe a lot of it," and "How can I get some of that wild lupine seed?" Many farmers even asked about funding and advice for prairie restoration projects.

The message from that first year was clear-- many farm folks will cheerfully do their part for rare species conservation and land stewardship when the fear of regulation is removed. In subsequent years, more and more people have approached Dave's Farm Technology Days display as they would an old friend. They say things like, "Oh, I know all about the Karner blue and wild lupine," and "You should see the lupine patch I have going now!"

The word is out: Karner blues and Wisconsin farmers can live together.



## State Conservation Agreements Evolve



Wisconsin DNR's Jimmy Christenson

The State Conservation Agreement Conference, April 19-21, 2001, was one of six national-level discussions that allowed private citizens and government staff people to share their experiences with State Conservation Agreements and develop funding for a State Conservation Agreement program. These discussions, hosted by the International Association of Fish and Wildlife Agencies, U.S. Fish and Wildlife Service, National Marine Fisheries Service, U.S. Forest Service and U.S. Bureau of Land Management, represented a proactive effort to address wildlife needs in the context of other societal concerns.

Participants at the Midwest event included representatives from conservation groups, industry, tribal governments, academic professionals, and other stakeholders. Jimmy Christenson (WDNR) served on the national organizing committee and moderated discussions; Dave Lentz (Habitat Conservation Plan Coordinator at the WDNR) coordinated the event and shared facilitation duties with Udall Institute staff.

Meeting participants worked to:

- Explore ways to make State Conservation Agreements (SCAs) more effective means of maintaining healthy species and ecosystems.
- Enable constructive exchange of information and ideas regarding development and implementation of SCAs among a wide range of interests.
- Synthesize the results of the workshops in a format that will help all parties advance the use of SCAs.



Private landowner and conservationist Jerry Apps and Wisconsin DNR conservation biologist Randy Hoffman discuss land restoration options.

Conference participants agreed that SCAs were valuable complements to federal species conservation plans and advocated their use especially for Endangered Species Act candidate species. By taking a proactive approach and conserving species not yet imperiled, natural resource managers have found they can be good wildlife stewards and help stem the flow of federal endangered species listings.

The Wisconsin Karner Blue Habitat Conservation Plan was frequently referenced as a model plan throughout the conferences.

## Conclusion

The Karner Blue Butterfly HCP has done more than help the Karner blue butterfly; it has bolstered statewide enthusiasm for rare species conservation and ecosystem restoration. The plan has also rebuilt trust between landowners and natural resource agencies, a significant accomplishment given the history of traditional Endangered Species Act implementation. The results of these achievements are beginning to show. The WDNR is confident that the relationships we have developed with landowners will encourage even greater conservation efforts in the future.

Since its creation, the HCP has been recognized as a national model. Consultants, attorneys, resource professionals, educators and researchers around the nation regularly contact the WDNR to learn more about the HCP and its implementation. The WDNR wholeheartedly endorses the HCP and its voluntary participation strategy, which has enabled HCP partners to involve more landowners in Karner blue conservation than we ever thought possible.

The Wisconsin Department of Natural Resources recommends similar approaches to endangered species conservation nationwide.



Former Interior Secretary Bruce Babbitt (left) looks on as Doug Barncard speaks on behalf of HCP forestry partners at the Karner Blue HCP Incidental Take Permit signing ceremony, September 27, 1999.

**“Early on we felt we got into this HCP process for all the right business reasons, but as we continued with this endeavor, we began to realize we were in it for another reason as well. As good stewards of the land, it’s simply the right thing to do.”**

Doug Barncard, International Paper Company and  
Karner Blue HCP Partner

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# Appendix A

The outreach and education activities reported by HCP Partner organization in their annual reports for 1999, 2000, 2001 and 2002 are summarized below. The Attachments section following Appendix B contains itemized lists of Partner activities.

Year	Number of HCP partner organizations reporting outreach & education activities	Number of activities reported	Estimated number of contacts
1999	16	31	2,014,556
2000	16 + 1 participant organization	28	2,019,237
2001	18 + 1 cooperating program	112	2,084,444
2002	18	83	1,999,700
<b>Total</b>		<b>254</b>	<b>8,117,937</b>

### HCP Outreach from Sept 27 to Dec 31, 1999

16 HCP partner organizations conducted outreach and education activities in the fall of 1999. Because the HCP and incidental take permit were formally approved this year, partners concentrated on mass media contacts to publicize the HCP and educate the public about its purpose. Many other activities focused on education of partner staff and field personnel, local community groups and land managers. Brochures and newsletters were produced and distributed to broader audiences, and a Karner habitat display constructed on I-94 was designed to reach more than two million people annually. Thilmany International Paper produced a Karner conservation video that aired extensively on public television in 1998, a year before HCP approval.

### HCP Outreach in 2000

One participant organization, the Wisconsin Woodland Owners Association, joined 16 partners in conducting outreach and education activities in 2000. Outreach was directed toward a variety of specific audiences, from partner field personnel to tree farm families to neighboring landowners. Great concentration was placed on one-on-one communications with private landowners and tailored presentations to foresters, school groups, and others. Partners including Alliant Energy, NW Wisconsin Electric Company, Wisconsin River Power Company and Wisconsin Public Service Corporation supplemented these efforts through the production and distribution of informational brochures and newsletters to thousands of customers.

### HCP Outreach in 2001

With help from the Wisconsin DNR and USFWS private lands programs, 18 Partners conducted outreach and education activities in 2001. While continuing to educate the general public through radio shows, letters, and the encouragement of news coverage, partners worked to make outreach more personal. Staffed displays at the Ducks Unlimited Great Outdoors Festival in Oshkosh and Karner Blue Butterfly Festival in Black River Falls reached several thousand people. Partner-guided tours of the restored Bauer Brockway Barrens, Quincy Bluff and other sites showed on-the-ground Karner blue conservation to a variety of audiences, from Ecological Society of America conference attendees to middle school children.

### HCP Outreach in 2002

18 partners conducted outreach and education activities in 2002, sometimes working in conjunction with the USFWS private lands program. Outreach was diverse in scope and depth, ranging from widespread distribution of videos and brochures to one-on-one conversations with neighboring landowners. As in past years, partners made a special effort to engage interested citizens in on-the-ground conservation through field trips and volunteer work parties at restored grassland sites like Quincy Bluff and the Bauer Brockway Barrens.

## Appendix B

**Public information requests of the Department of Natural Resources (DNR) for 2001-2002 (The Attachments section following Appendix B lists public information requests for 1999 and 2000):**

### **2001 Outreach and Education Summary of DNR Efforts by Category**

16	Presentations, briefings and interviews (non-media)
3	Newsletter and magazine articles, books, brochures
0	Press and media interviews
44	General requests for information

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### **2002 Outreach and Education Summary of DNR Efforts by Category**

15	Presentations, briefings and interviews (non-media)
4	Newsletter and magazine articles, books, brochures
14	Press and media interviews
20	General requests for information + 14,304 HCP website visits

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### **Statement addressing whether any known detrimental activities may be occurring in the voluntary group:**

To our knowledge, there have been no confirmed or documented negative events or activities related to the statewide Karner Blue HCP. The HCP has been positively viewed and presented.

### **Explanation of why not all HCP partners are reporting education and outreach activities:**

From year to year the number of outreach and educational activities accomplished by HCP partners has varied. Through HCP compliance audits, HCP Coordinator Dave Lentz identified a reporting problem. Many partners were not reporting many of their O&E activities because they didn't think they "counted". It has become second nature for partners to share information about the Karner. Also, as time passes, media interest in the HCP seems to be diminishing. This is in part due to the fact that the HCP isn't "news". There are no negatives worth attracting media attention.

### **Quantification of positive outcomes of voluntary group conservation measures:**

**DNR website #s:** approximately 1,000 visits/month to DNR's Karner blue homepage since April 2003. Emails and calls from website visitors go to Dave Lentz. Many contacts are forwarded to Darcy Kind (DNR) or Mike Engel (U.S. Fish and Wildlife Service).



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**Darcy Kind** (Wisconsin Department of Natural Resources Landowner Contact Specialist)-- KBB-related contacts since 2000: **35**. Those interested in pursuing protection/restoration projects are referred to Mike Engel.

**Mike Engel** (U.S. Fish and Wildlife Service)-- annual #s for KBB outreach (**estimates**):

General outreach contacts (including conferences, shows, media):

50,000-100,000/yr

Personal contacts (letters, phonecalls, including HCP partner and agency contacts):

300/yr

New private landowner contacts: 50/yr

Projects generated via new private landowner contacts: 25/yr

Total acres of Karner habitat restored/protected per year: 300

Mike Engel's estimated totals over 3 years:

75 voluntary conservation agreements

900 acres of Karner habitat protected

### **Landowner agreements formed by other partners:**

The Nature Conservancy (TNC) is collaborating informally with one of their neighbors at Quincy Bluff, Roy Wittwer. Roy owns 80 acres adjacent to the Quincy Bluff property. He has begun to thin some trees on his land to complement TNC's restoration efforts (see p.12 of this report).

Eau Claire Rod and Gun Club is considering a contribution to an Xcel Energy restoration project (see p.11 of this report).

## **3-Year Review and Assessment Report ATTACHMENTS**

This section includes itemized lists of HCP Partner outreach activities between 1999 and 2002. It is available only in hard copy. Interested parties should contact the HCP Coordinator at 608-261-6451.